DORAL

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Second Quarter 1998 Workplan Promotions Objectives/Strategies

- April Supermarket Pack Promotion - $1.00 off 2 packs. DORAL
  - VAP ship date to retail week of April 20, 1998 (may be worked earlier if feasible).
  - Promotion targeted for Retail partners committed to the cigarette category.
  - Designed to:
    - Generate competitive trial among adult competitive savings brand/Full Price savings sensitive smokers
    - Generate competitive names for DORAL & Co.
  - Promotion details:
    - Pre-sleeved product - 5-$1.00 off 2 packs offers per carton.
    - 40 offers per SKU.
    - Product invoiced at $5.00 off per carton (50¢ off per pack).
    - All product will have special 50¢ off tear tape.
    - White cartons identified with appropriate carton style UPC.

Source: https://www.industrydocuments.ucsf.edu/docs/lmyy0000

SUPERMARKET PROMOTION

TOPS / CID #4027-02-00

$1.00 OFF 2-PACKS: DORAL SUPERMARKET PACK PROMOTION #800220
BRAND STYLES: DORAL LT MEN 100 / ULT LT 100 / BOX 100 / LT BOX 100
PRODUCT IS PRE-SLEEVED, OFF-INVOICE (@ $5/Carton).
RETAIL DISTRIBUTION DATE: APRIL 20, 1998. UTILIZE RJR PROMOTIONAL PACK PLATFORMS.
EACH STORE WILL RECEIVE TWO (2) 40-OFFER DISPLAYS. MERCHANDISER CARDS (ITEM #540890) AND P.O.S. KITS (ITEM #540881) WILL BE SHIPPED TO RETAIL REPS WK OF 4/13/98.

R/REP	RJR#	STORE NAME	ADDRESS	CITY	ST		
162225	639324	TOPS MARKET #247	2382 ROUTE 19	WARSAW	NY		
162225	764354	TOPS MARKET #420	ROUTE 36 AIRPORT RD	DANSVILLE	NY		
162225	665244	TOPS MARKET #206	2401 W STATE ST	OLEAN	NY		
162225	671216	TOPS MARKET #249	11 BOLIVAR ROAD	WELLSVILLE	NY		
162225	709276	TOPS #539	309 W MORRIS ST	BATH	NY		
162228	611319	TOPS MARKET #542	830 CONSUMER SQ PLAZA (RT #64)	ELMIRA	NY		
162228	730956	TOPS MARKETS #551	299 S MAIN ST	ELMIRA	NY		
162231	801367	TOPS #555	42 W MAIN ST	OWEGO	NY		
162231	688864	TOPS MARKET #517	3918 STATE ROUTE 281	CORTLAND	NY		
162231	763340	TOPS MARKET #521	614 S MEADOW ST	ITHACA	NY		
162232	172487	TOPS MARKET #504	352 W GENESEE ST	AUBURN	NY		
162232	268963	TOPS MARKET #430	RT 5 & 20 PYRAMID MALL	GENEVA	NY		
162236	762980	TOPS MARKET #532	142 GENESEE ST	ONEIDA	NY		
162238	172448	TOPS MARKET #508	12 W 1ST ST S	FULTON	NY		
162238	936458	TOPS MARKET #509	293 F STATE ROUTE 104	OSWEGO	NY		
162620	322467	TOPS MARKET #414	1845 EMPIRE BLVD	WEBSTER	NY		
162620	632563	TOPS MARKET #417	1601 PENFIELD ROAD	ROCHESTER	NY		
162620	709268	TOPS #419	6720 PITTSFORD PALMYRA RD	FAIRPORT	NY		
162620	763539	TOPS MARKET #409	1455 RIDGE RD E	IRONDEQUOIT	NY		
162620	763746	TOPS MARKET #410	175 WINTON RD N	ROCHESTER	NY		

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RETAIL REPS

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162620	801369	TOPS # 413	6272 FURNACE RD	ONTARIO	NY		
162621	763272	TOPS MARKET #403	2345 BUFFALO RD	WESTGATE	NY		
162621	039206	TOPS MARKET #412	1900 CLINTON AVE S	BRIGHTON	NY		
162621	268620	TOPS MARKET #404	710 LAKE AVE	ROCHESTER	NY		
162621	957232	TOPS MARKET #415	1100 JEFFERSON RD	HENRIETTA	NY		
162622	615944	TOPS MARKET #38	3949 LOCKPORT OLCOTT RD	LOCKPORT	NY		
162622	083026	TOPS MARKET #224	2351 MAPLE RD # AT	WILLIAMSVILLE	NY		
162622	089482	TOPS MARKET #42	3500 MAIN ST	AMHERST	NY		
162622	415852	TOPS MARKET #41	3980 MAPLE RD	AMHERST	NY		
162622	665245	TOPS MARKET #248	11200 MAPLE RIDGE RD	MEDINA	NY		
162622	730957	TOPS MARKETS #227	9660 TRANSIT RD	EAST AMHERST	NY		
162622	765004	TOPS MARKET #205	13059 BROADWAY ST	ALDEN	NY		
162623	396774	TOPS MARKET #18	186 MAIN ST	EAST AURORA	NY		
162623	396814	TOPS MARKET #208	S. 3025 ORCHARD PARK RD.	ORCHARD PARK	NY		
162623	487674	TOPS MARKET #236	S. 6150 SOUTH PARK AVE	HAMBURG	NY		
162623	765451	TOPS MARKET #215	4250 MCKINLEY PKY	HAMBURG	NY		
162623	128676	TOPS MARKET #34	3956 VINEYARD DR	DUNKIRK	NY		
162623	397693	TOPS MARKET #221	6914 ERIE RD	DERBY	NY		
162623	656975	TOPS MARKETS #203	RTE 219(AMES PLAZA)	SPRINGVILLE	NY		
162623	683317	TOPS MARKET #238	658 WEST MAIN STREET	ARCADE	NY		

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R/REP	RJR#	STORE NAME	ADDRESS	CITY	ST		
162624	744266	TOPS #246	128 W MAIN ST	LEROY	NY		
162624	742588	TOPS #431	270 E MAIN ST	AVON	NY		
162625	396914	TOPS MARKET #213	1460 S PARK AVE	BUFFALO	NY		
162625	396943	TOPS MARKET #217	800 HARLEM RD	WEST SENECA	NY		
162625	750724	TOPS #49	355 ORCHARD PARK RD	WEST SENECA	NY		
162625	765245	TOPS MARKET #222	1770 BROADWAY ST	BUFFALO	NY		
162626	022290	TOPS MARKET #218	750 YOUNG ST	TONAWANDA	NY		
162626	396615	TOPS MARKET #207	3035 NIAGARA FALLS BLVD	AMHERST	NY		
162626	396637	TOPS MARKET #9	1000 PORTAGE RD	NIAGARA FALLS	NY		
162626	396645	TOPS MARKET #219	2160 GRAND ISLAND BLVD	GRAND ISLAND	NY		
162626	580624	TOPS MARKET #22	7200 NIAGARA FALLS BLVD	NIAGARA FALLS	NY		
162626	742069	TOPS #228	150 NIAGARA ST	TONAWANDA	NY		
162628	750723	TOPS #209	2000 WASHINGTON ST	JAMESTOWN	NY		
162629	128851	TOPS MARKET #229	2226 DELAWARE AVE	BUFFALO	NY		
162629	451963	TOPS MARKET #210	345 AMHERST ST	BUFFALO	NY		
162629	472017	TOPS MARKET #232	2101 ELMWOOD AVE	BUFFALO	NY		
162629	397872	TOPS MARKET #31	2094 GENESEE ST	BUFFALO	NY		
162629	454506	TOPS MARKET #220	4777 TRANSIT RD	DEPEW	NY		
162629	765144	TOPS MARKET #43	6350 TRANSIT RD	DEPEW	NY		
162630	521885	TOPS MARKET #407	500 ELM RIDGE CENTER DR	ROCHESTER	NY		

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162630	742587	TOPS #450	1800 LAKE RD	HAMLIN	NY		
162630	551297	TOPS MARKET #245	390 W MAIN ST	BATAVIA	NY		
162630	632588	TOPS MARKET #418	3507 MOUNT READ/MAIDEN	GREECE	NY		

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